

Last Received: 08/06/2012 3:10 PM
Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	().RNC/ROMNEY FOR PRES
Product	RNC-ROMNEY
Estimate#	313
Buyer	STEPHANIE KINCAID
Phone#	
Fax#	

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //313
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

RNC - ROMNEY SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	W-F	8P-12A		:30	\$6,000.00	08/08-08/10	1	1	1	\$6,000.00	
		Buyline Comment: OLY PRIME										
	2	W-F	5P-630P		:30	\$1,000.00	08/08-08/10	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
	3	W-F	6A-7A		:30	\$700.00	08/08-08/10	6	1	6	\$4,200.00	
		Buyline Comment: NEWS										
	4	M-TU	6A-7A		:30	\$700.00	08/13-08/14	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
	5	M-TU	7A-9A		:30	\$1,400.00	08/13-08/14	4	1	4	\$5,600.00	
		Buyline Comment: TODAY										
	6	W-F	7A-9A		:30	\$1,400.00	08/08-08/10	6	1	6	\$8,400.00	
		Buyline Comment: TODAY										
	7	M-TU	9A-10A		:30	\$500.00	08/13-08/14	2	1	2	\$1,000.00	
		Buyline Comment: TODAY II										
	8	W-F	9A-4P		:30	\$1,200.00	08/08-08/10	9	1	9	\$10,800.00	
		Buyline Comment: OLY DAY										
	9	M-TU	10A-11A		:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
		Buyline Comment: TODAY 3										
	10	M-TU	11A-12P		:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
		Buyline Comment: RR										

Last Received: 08/06/2012 3:10 PM
Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	().RNC/ROMNEY FOR PRES
Product	RNC-ROMNEY
Estimate#	313
Buyer	STEPHANIE KINCAID
Phone#	
Fax#	

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //313
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	11	M-TU	12P-1230P		:30	\$425.00	08/13-08/14	4	1	4	\$1,700.00	
		Buyline Comment: NEWS										
	12	M-TU	1P-2P		:30	\$425.00	08/13-08/14	2	1	2	\$850.00	
		Buyline Comment: DAYS										
	13	M-TU	2P-3P		:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
		Buyline Comment: DRS										
	14	M-TU	3P-4P		:30	\$450.00	08/13-08/14	2	1	2	\$900.00	
		Buyline Comment: PHIL										
	15	M-TU	4P-430P		:30	\$600.00	08/13-08/14	2	1	2	\$1,200.00	
		Buyline Comment: NEWS										
	16	M-TU	430P-5P		:30	\$700.00	08/13-08/14	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	17	M-TU	5P-630P		:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
		Buyline Comment: NEWS										
	18	W-F	5P-630P		:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
		Buyline Comment: NEWS										
	19	W-F	630P-7P		:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
		Buyline Comment: JEP										
	20	M-TU	630P-7P		:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
		Buyline Comment: JEP										
	21	M-TU	7P-730P		:30	\$1,100.00	08/13-08/14	2	1	2	\$2,200.00	
		Buyline Comment: WHEEL										

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .RNC/ROMNEY FOR PRES

Product RNC-ROMNEY

Estimate# 313

Buyer STEPHANIE KINCAID

Phone#

Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 02494

Agency C/P1/P2/E //313

Flight Dates 08/08/2012 - 08/14/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	22	W-F	7P-730P		:30	\$1,000.00	08/08-08/10	3	1	3	\$3,000.00	
		Buyline Comment: WHEEL										
	23	W-F	730P-8P		:30	\$750.00	08/08-08/10	3	1	3	\$2,250.00	
		Buyline Comment: OLY ZONE										
	24	W-F	12A-1235A		:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
		Buyline Comment: NEWS										
	25	SA	9A-6P		:30	\$1,700.00	08/11-08/11	4	1	4	\$6,800.00	
		Buyline Comment: OLY DAY										
	26	SA	730P-8P		:30	\$750.00	08/11-08/11	1	1	1	\$750.00	
		Buyline Comment: OLY ZONE										
	27	SA	8P-12A		:30	\$6,000.00	08/11-08/11	2	1	2	\$12,000.00	
		Buyline Comment: PRIME OLY										
	28	SA	12A-1230A		:30	\$1,000.00	08/11-08/11	2	1	2	\$2,000.00	
		Buyline Comment: NEWS										
	29	SU	6A-6P		:30	\$1,700.00	08/12-08/12	4	1	4	\$6,800.00	
		Buyline Comment: OLY										
	30	SU	6P-630P		:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	
		Buyline Comment: NEWS										
	31	SU	12A-1230A		:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	
		Buyline Comment: NEWS										

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .RNC/ROMNEY FOR PRES

Product RNC-ROMNEY

Estimate# 313

Buyer STEPHANIE KINCAID

Phone#

Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 02494

Agency C/P1/P2/E //313

Flight Dates 08/08/2012 - 08/14/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Report Totals: 102 / \$113,600.00

---SALES MONTHLY TOTALS---

Aug 12: 102 / \$113,600.00

Sales Totals: 102 / \$113,600.00

Station Totals: 102 / \$113,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$344,242	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	33%
		KTNV	20%	KTUD	0%	KVCW	1%	KVMY	1%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NWE ORDER

EST SHARES

Books JUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE